



## Visit Indiana Card

May 13 – September 4, 2006

The Indiana Office of Tourism Development (IOTD) invites you to kick off the summer travel season by showcasing special discounts during **Visit Indiana Week** (May 13-21, 2006) and throughout the summer.

**NEW** this year, IOTD is offering a **Visit Indiana Card** promotion. The card promotion will be kicked off at the Enjoy Indiana Week Press Conference on May 15, 2006. This is open to all Tourism Industry partners including attractions, lodging facilities, restaurants, golf courses, and other organizations.

**Your Part:** Offer a special discount for the summer. Promotion will run May 13<sup>th</sup> through September 4<sup>th</sup>. There is no set criterion your offer has to meet. Inform all employees of discount offer and honor the discount when card is presented.

**Our Part:** IOTD's Visit Indiana Week publicity blitz includes the following:

- Press conference announcing Visit Indiana Week and participating organizations/attractions in conjunction with the Hoosier Hospitality Awards.
- E-newsletter to more than 65,000 tourism customers.
- Indiana/Chicago/Cincinnati/Louisville media releases, ready-to-run story, and media interviews.
- Event promotion and list all free/discounted offers on [www.VisitIndiana.com](http://www.VisitIndiana.com).
- Distribute 250,000 discount cards statewide via Kroger Stores, Convention & Visitors Bureaus, fulfillment packets, and more.
- Provide participants with a sample card and discount offerings.
- Point of sale displays in nearly 100 Indiana Kroger, Owen's, and Pay Less locations including in-store radio broadcast promoting the card.

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☐ YES! I'm INTERESTED in participating in the **Visit Indiana Card** promotion (May 13<sup>th</sup>- September 4<sup>th</sup>).

◆ Use my current [VisitIndiana.com](http://VisitIndiana.com) offer(s). Name(s): \_\_\_\_\_

◆ My new offer for this promotion ONLY is \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Attraction Name - \_\_\_\_\_

Contact - \_\_\_\_\_

Address (No PO Boxes) - \_\_\_\_\_

City, State Zip - \_\_\_\_\_

Phone - \_\_\_\_\_

Email - \_\_\_\_\_

Web Site - \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**DEADLINE: Fax back by May 1<sup>st</sup>, 2006 to 317-233-6887.**